

Small Business Innovation Research and Small Business Technology Transfer Programs

**Technology Solutions
for Building your
Business**



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Why Partner?

- ▶ Why partner with a lab?
 - Improve your probability of winning (2X)
 - Increase the technical depth of your project
- ▶ Why not?
 - Reduces labor coverage at your company
 - Intellectual property concerns
 - Slows the process

Why Partner?

- ▶ Why does the Lab want to partner?
 - Obtain fresh approaches
 - New client introductions
 - Some staff enjoy small business interactions
 - Path to commercialize technologies
- ▶ Why Not?
 - Available funding/project too small
 - Probability of winning too low
 - Intellectual property concerns
 - Limited or no fee

Key Differences Between SBIR & STTR

- ▶ SBIR is much (20X) bigger and more agencies participate
- ▶ SBIR and STTR grants are typically \$850K (Phase I & II)
- ▶ Up to 33% of a Phase I SBIR grant may support research at a federal laboratory or university (increases to 50% in Phase II)
- ▶ 30% of Phase I STTR grants must support research by a qualifying federal laboratory, institution, or university, up to 60%
- ▶ Phase I STTR proposals imply an agreement about intellectual property rights between small businesses and their partners; SBIR proposals do not

Steps for SBIR/STTR Collaboration

1. Identify a solicitation topic
2. Identify the expertise needed
3. Identify an institution and researcher with the needed expertise
4. Involve the cognizant contracting staff
5. Develop and submit the proposal, including scope description and a letter of commitment provided by the institution
6. Upon award notification, negotiate subcontract with the institution

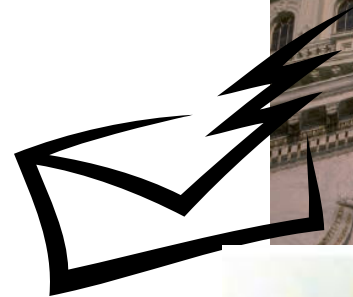
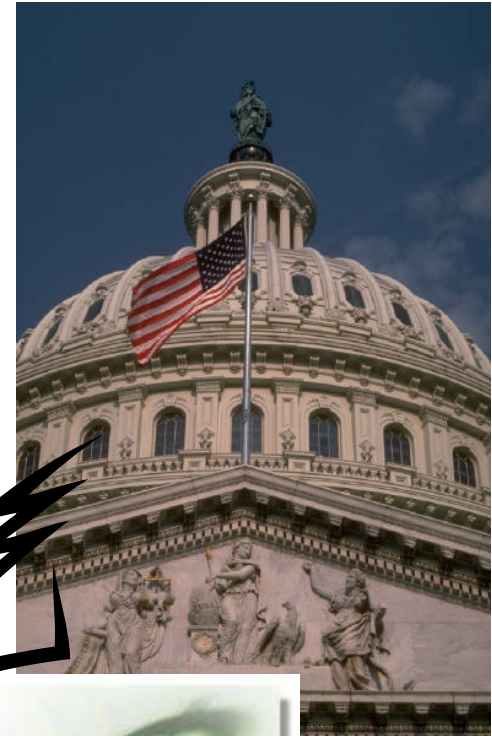
(Details: www.pnl.gov/edo/opportunities/partnering.stm, robin.conger@pnl.gov)

Miscellaneous

- ▶ Resources in the Northwest: Washington Technology Center, Idaho SBIR Program in the Idaho Office of Science & Technology in the Commerce & Labor Department, TechLink in Montana
- ▶ SBIR/STTR \$ as match for Washington Technology Center grants and for the upcoming Life Sciences Discovery Fund; check your state
- ▶ Technology assistance as supplement to SBIR/STTR
- ▶ Waiver is required from the SBA to use a federal laboratory as a subcontractor on SBIR (answer comes too late in process)

SBIR ALERTING SERVICE

- ▶ Automatic notification of changes and updates for Small Business Innovation Research Program and the Small Business Technology Transfer Program
- ▶ Alerts include solicitations, training, conferences, tips, and contact information with web addresses
- ▶ E-Mail alerting approximately every other week
- ▶ Cost: free
- ▶ Subscribe at www.pnl.gov/edo/sbir/
- ▶ Back issues on the website



Suggestions

- ▶ Do your homework. Do not propose what has been tried (and possibly failed) before (www.zyn.com/sbir/)
- ▶ Proposals must be “on topic”; call & discuss topic before hand, or even suggest topics
- ▶ Idea must be innovative. Do not propose incremental improvements
- ▶ Provide clear and credible analysis supporting claims of commercial potential using buyer’s guides, marketing consultants, Dun & Bradstreet analyses of companies making similar products, advertisements, outside investments - don’t just make wild claims

Suggestions (continued)

- ▶ Propose to more than one agency, but be forthcoming about that
- ▶ Follow the administrative rules
- ▶ Focus on what you do well and subcontract to well-recognized experts to fill capability gaps
- ▶ The most critical problem must be resolved in Phase I to get a Phase II award
- ▶ Watch the competition; read the abstracts of Phase I winners
- ▶ Read back issues of tips in the SBIR Alert (especially 4/21/06 & 6/2/06)

Suggestions (continued)

- ▶ Get debriefed if unsuccessful; your odds of winning next time increase
- ▶ Get coaching; attend national and regional SBIR conferences
- ▶ Write a “balanced” proposal; literature review is critical - follow guidelines of the agency
- ▶ Work hard on Phase I proposals - they could lead to a 3 to 5 year R&D program